

Claims:

1. A fragranced bleaching composition, which composition comprises at least two visually distinct phases, there being an aqueous phase containing a bleach
5 constituent and a hydrophobic phase that is a water-in-oil microemulsion, the fragrance being dissolved in the oil phase.
2. A fragrance bleaching composition according to claim 1 wherein the composition when mixed provides a viscosity of at least 5 cP.
3. A process for improving the fragrance stability of a liquid-bleach containing
10 compositions in which fragrance is incorporated which process includes the steps of forming a fragranced bleaching composition comprising an aqueous phase containing a bleach constituent, and a hydrophobic phase in form of a water-in-oil microemulsion wherein a continuous water-insoluble oil phase comprising the fragrance.
- 15 4. A process for bleaching an article which comprises the step of:
contacting the article with a bleaching effective amount of the fragranced bleaching compositions according to one of the claims 1 to 3.
5. A process for sanitizing a non-porous article which comprises the step of:
20 contacting the article with a sanitizing effective amount of the fragranced bleaching compositions according to claim 1 or 2.